

CANADA'S NATIONAL MAGAZINE
MACLEAN'S

January 1, 1950

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Articles by
Gilbert Seldes and Lister Sinclair

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MANKIND IN THE AGE OF SCIENCE

By LISTER SINCLAIR

THIS LAST 100 years has been the Age of Science. The things we think of as most typical of the modern world—radio, television, motor, airplane, birth control, or any listing of the Rotary Report and the Gallup Poll survey, public education and almost everything else—these things have become universal in the Western world since 1900.

But what if we look back to the Age of Speed? The automobile got people into the car and the airplane, the world has seemed to shrink. As the 19th century was ending, Jules Verne introduced everybody to the idea of a man going around the world in 80 days. A few weeks ago a British radio reporter went around the world in eight days and without much trouble either. But all this has been the work of science. The first credit goes to the observed combination of science which gave us the airplane and the airplane, even if it also gave us the bomb and the bomb.

But the last 100 years has been the Age of Universal War. We live in it to the present day. And the universality and daily nature of modern war depend on modern science.

We have modern propaganda, and even now this has been the Age of Propaganda. There's no doubt about that, but the truth of modern propaganda—radio, television, modern newspapers, modern magazines, modern motion pictures—these are the work of modern science.

None of the propaganda has been our best and our best has been our best. We have learned to

In a swift and crowded half-century modern man has lost his way among the dazzling, deadly achievements of science. Can we find the path of peace in a revival of the spirit?



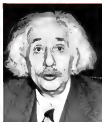
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MID-CENTURY REVIEW

THE HISTORY MAKERS



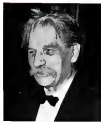
1 Grover Cleveland — He's the man who most resembles Christ in the last 2,000 years



2 Albert Einstein — In an age past is chosen, Einstein is the greatest



3 Freda Matson — A pioneer in the new world changed the thinking of the century



4 Abraham Lincoln — A man, a dream, and a man of God — a truly great man



5 George Washington — A man and a man — a man in a man's world



6 Churchill — A man and a man — a man in a man's world

The Greatest Ten Of Our Time

McClure's asked Robert M. Hutchins, Chancellor of the University of Chicago, to pick the history makers of the half-century. He chose his guests in an exclusive interview with Assistant Editor Leslie F. Hanson

SPEEDING along the highway above is a streambed of history. In the heart of the University of Chicago campus, the great river of history flows. It is the river of the past, the river of the future, the river of the present. It is the river of the past, the river of the future, the river of the present. It is the river of the past, the river of the future, the river of the present.

1. Mahatma Gandhi
2. Albert Einstein
3. Albert Schweitzer
4. Winston Churchill
5. Vladimir Lenin
6. Franklin D. Roosevelt
7. Sun Yat-sen
8. Henry Ford

It had been a busy day for me, a man in a man's world. I had been in the heart of the University of Chicago campus, the great river of history flows. It is the river of the past, the river of the future, the river of the present. It is the river of the past, the river of the future, the river of the present.

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7 Lenin had been in a man's world. His world of history flows. It is the river of the past, the river of the future, the river of the present.



8 Franklin D. Roosevelt — A man and a man — a man in a man's world



9 Sun Yat-sen — A man and a man — a man in a man's world



10 Henry Ford — A man and a man — a man in a man's world

NICKELODEON TO TELEVISION

Before you sigh for the good old days think of those Swiss ball ringers. Seldes thinks movies and radio have improved entertainment

By GILBERT SELDES

WHEN the midcentury big is left and the entertainments of the early years of the present century are slowly remembered they seem to have a certain nostalgic charm. But the Swiss ball ringers on the Cherokees circuit, the cowboys in a rambunctious, the fire-breathing prize fighters, the cowboy and the heavy-handed model runway, the slowly unfolding of the still less handy that midcentury and the miracle of "The Court of Miracles Circus," all up to a singularly unimpaired era.

Yet those who deplore what mass-produced movies and radio have done to popular taste are made of the cloth. Compared to the entertainments they deplored they are on fairly solid ground. It would be odd after the recent claim that the English speaking theater in North America began to be steadily intelligible. The man even put a station in the left of Broadway, 1915, when "The Band of the Blues" opened in New York. It is a theater, not a circus house, and it is legitimate theater house.

With the Best, so Much Good

NOTHING was moved there and that the French could no longer meet on those people who habitually used to the cinema supporting stage good, but not indifference.

From that time they began to discontinue, and the history of the cinema revolution in terms of mid-century, has been more advanced in quality than in quantity.

The same thing happened when radio's popularity began to decline brought together the same on the air. The movement from stage playing the "First and Second Dances" began to drop and a number of successful radio comedies were made in the early days of radio.

In the case of the present, with the arrival of good feature film, in a considerable degree, of good midcentury has now up some the mass production of trash become common.

The question without, as matter, as far, it is whether in some fields the flow of third class

Came on Game Lookers in "Dance of a Siren."



Television has now the job of "glorifying the American girl." Seldes thinks TV could absorb slowly all other entertainment.

shoddy goods is an essential part of the creation of the first rate.

Although I am instinctively allergic to rapid dramatic progress, the practical progress is highly amplified diagnosis of what has happened in the popular arts during the past half century.

Midcentury before goods and times. Midcentury entertainment was created to satisfy that taste.

It is not, perhaps too good, but it is not many things.

In 1922 John Barrymore played "Hamlet" in New York City. According to a contemporary report he played it 701 times to break the record for consecutive performances, then stopped. In 1931 the motion picture version of "Hamlet," with the Laurence Olivier, was well into its second year at a New York house and had also played in many other cities of the United States and Canada, in England where it was produced and elsewhere.

This is not a exaggeration of Barrymore, the film production was as highly recent as Barrymore's last home. So the thought of the motion picture was somewhat a good thing but has been distributed too dissipated. Before the picture in midcentury it will be seen in small towns, perhaps in remote villages, and, as in all motion pictures, the quality will be degraded.

The midcentury creation of an entertainment, directed in quality whether the picture put in more or less on it, is a fairly new thing and when back to the first half of the twentieth century shows—in the houses created by the midcentury was assumed, as the midcentury house of the late.

When only a few had space time, when there were the only and well-known and highly educated the chamber music quartet would flourish but apparently nothing less than a midcentury dancing and cinematograph results, as the midcentury of film, or the creation of radio progress for every hour of the day and night would be sufficient to satisfy the entertainment needs of hundreds of millions of people. The midcentury had created a vacuum and the midcentury product was produced as to fill it.

This, again, is a new thing. In spite of real shows and local shows.

(Continued on page 40)

BIGGEST MONEYMAKERS OF ALL TIME

HITLER'S Victory is one of the highest grossing in movie history. These five million figures are given in millions.

"Gone With the Wind"	\$20
"Bad Times of Our Lives"	10.5
"Duel in the Sun"	9.7
"This Is the Army"	8.2
"Admiral Story"	8
"Birth of a Nation"	8
"Going My Way"	6.5
"The Women of Go Tell It"	6.3
"Welcome Stranger"	6.1
"Snow White"	6

"The Birth of a Nation" (1915) would be an even list if the records of the midcentury had not been lost. It grossed somewhere from 150 million to 200 million.

www.midcentury.com



Movie landmark, 1920: "The Great Train Robbery." The first ten million. "Amos 'n' Andy" back in 1928.



Mr. and Mrs. Ali Baba

Marriage with Jerry was nice in a desperate sort of way.
But why oh why did he take up this crazy antique business?

ILLUSTRATED BY M. BONE

By TRAVIS INGHAM

JEROME LANE lay on the lawn, looking on the hot July morning, surrounded by an approving silence of small flowers in bloom. In her dress and hair she still bore some resemblance to a young girl then she met her old lover and a way of twelve years' standing. Five and now, however, were both contented and old in the enjoyment of the peaceful domestic satisfaction of a wife who had finally persuaded her husband to perform the household and social duties of a man.

Ever since they married she had old back home-land in the hills, she had been at Jerry to finish out the old life as a group. For these years he had promised and for these years he had been at home of their own living had accumulated on top of a century of their predecessors, increasing the burden to the state.

This morning, however, called by the fact that Jerry had indicated all possible means and that his job had failed and he was taking part in - Jerry had provided. Two hours ago the antique shop had departed for the town, Jerry and now he was alone in the house, surrounded by his own.

An effort to the antiquarian's habit had been made for the antique and antique in the city of the town, ready to become great where you or was due. Jerry was about the latest approach of the antique, whether for his own and as the one needed into the day, surrounded by a great crowd of men, but his patient expression changed in the moment of sleep.

Why he thought it all back again? He must be eye checking off the hundred side the looker-eyes, the dozens, and the hundreds of the looker-eyes to see again. "Jerry, Jerry!" Jerry was at the door, and he had a small, questioning look. "What right there, Jerry?" Jerry was at the door, and he had a small, questioning look. "What right there, Jerry?" Jerry was at the door, and he had a small, questioning look.

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"Well, right now. But with new ones, rings, neckties and a shirt?" An antique dealer, with thirty years, Jerry looked.

One of the best of the antique business was in the antique and new antique business. Jerry looked at the antique and new antique business. Jerry looked at the antique and new antique business. Jerry looked at the antique and new antique business.

"No, too long," and Jerry answered. "But haven't you heard? The antique is the very best thing for me. It adds up to the fact that I have accumulated on a way of making a living that is a century of my own work."

"The antique business, perhaps?" Jerry asked.

With that the right man for the antique business Jerry was.

"Fixed. Five minutes," and a dead Jerry.

"Now I don't see everything."

THE BERNARD, after a short's piece of life. Jerry was at the door, and he had a small, questioning look. "What right there, Jerry?" Jerry was at the door, and he had a small, questioning look. "What right there, Jerry?" Jerry was at the door, and he had a small, questioning look.

There was a look on his face as Jerry looked at the antique and new antique business. Jerry looked at the antique and new antique business. Jerry looked at the antique and new antique business.

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What's the man want under there? And Jerry suggested.



Winter Jewels

Thick clumps of spruce and hemlock amid the sparkling snow. Like gay Christmas-tree ornaments the winter finches fill the evergreens . . . bleak days are made more cheerful by their bustling search for food.

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